

CASE STUDY

Depo Bangunan





Depo Bangunan

Depo Bangunan is a building materials and home supplies supermarket retailer in Indonesia that provides a wide range of tools and utilities for building and renovating houses.

Depo Bangunan is a pioneer of the concept of 'one stop shopping' - a complete, convenient and cost-effective shopping experience, where people can shop for all their needs of building materials and household goods with guaranteed quality under one roof.

Depo Bangunan provides over 80,000 products, ranging from ceramics, paint, doors, sanitaryware, locks, lights, flooring, electrical and plumbing tools and many more, both local and imported with a choice of quality ranging

from "good" to "better" to "best", to meet the needs of people from different walks of life and professions such as builders, contractors, architects, designers, real estate developers, do it yourself and housewives.

Depo Bangunan has won the iDEA Rumah Reader's Choice Award 2014 in the category of "Best Modern Retail Outlet for Materials and Furniture". The company also won the 2014 Corporate Image Award in the "Building Material Chain Store Category".

To ensure that they deliver the best customer service, Depo Bangunan is equipped with compatible technologies and strict quality control.



Customer Facts	Key Store Statistics
Number of stores: 8 stores Business segments: Home Improvement Retail formats: Department Store Locations: In the following Indonesian cities: <ul style="list-style-type: none"> • Kalimalang • Alam Sutera, Tangerang • Sidoarjo, Surabaya • Malang • Bandung • Denpasar, Bali • Bogor • Rungkut, Surabaya 	Store size (average): 3,500 sqm SKU's (average): 60,000 units No. of sales tickets (average): 24,000 per store/month

ETP V5 Solution



ETP V5 Omni-channel Retail Solutions implemented at Depo Bangunan



Business Needs:

- A comprehensive system to manage growing volumes and regional price differences
- Ease in data collection and processing
- Solution for the two-step manual promotions creation
- A faster POS system to serve large volumes
- Intuitive enterprise CRM programming and analytics



Project Objective:

- Complete enterprise system integration
- Access to real-time information and reports
- Analytical tools to improve customer service and sales
- Uniform SOP in Western and Eastern regions



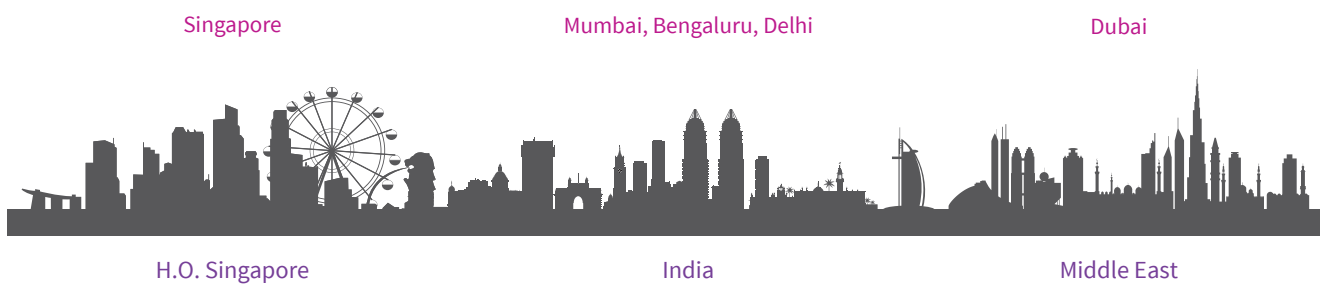
Business Benefits:

- ETP Store solution integrated with the ERP system, warehouse processes, supply chain and finance departments
- End-to-end visibility and quick access to stock and sales information
- Proven ability to manage high volume of traffic at the stores
- Flexible centralized solution design that facilitates home delivery from the store or warehouse
- Inventory data access and action – online/offline on real-time basis
- Integration with the promotion engine for defining and executing promotions real-time based on the location, time, customer and merchandise
- Users can create reports as per their requirements and group-level permissions and not be dependent on a standard set of reports

Proven ability to manage
high volume of **traffic**
at the stores



Every year, 50,000 retail associates use ETP to serve 150,000,000 consumers, selling USD 5,000,000,000 of merchandise. More than 300 brands in over 20 countries, across 10 time-zones, in 200 cities, at 25,000+ stores, in 5 languages run on ETP.



We are also present in the following countries: Australia, Bahrain, China, Egypt, Hong Kong & Macau, Indonesia, Iraq, Jordan, Kuwait, Malaysia, Oman, Qatar, Saudi Arabia, Thailand, The Philippines, Tunisia, Uzbekistan, Vietnam and Yemen.

Founded in 1988, ETP is an Omni-channel Retail Solutions company headquartered in Singapore, serving market leaders in more than 22 countries across Asia Pacific, India and the Middle East. ETP's omni-channel solutions include omni-channel POS, Mobility, CRM, Marketing and Promotion Campaigns, Order Management & Supply Chain Management, and Merchandise & Assortment Planning. ETP has successfully executed over 500 enterprise software projects across 25,000+ stores for 300+ brands. ETP's unique value proposition is its ability to create and deliver innovative products and implement them successfully with domain expertise delivered by hundreds of consultants embodying ETP's best practices. ETP helps its customers get it right in omni-channel retail.

For more information, email: info@etpgroup.com